

# COMMUNICATION ANXIETY



# Anxiety management

- The capacity to control the nervous system, fears, stress , worries , related with the situation of communicating
- In order to manage anxiety one needs to know its:
  - Causes
  - Effects

# Causes of communication anxiety

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- Novelty of the situation
- Formality of the situation
- Being in a subordinate status
- Being the centre of the attention or the visibility of the situation

(Strategic communication, p. 57)

# Causes of communication anxiety (cont)

- Feeling of incompetence (lack of preparedness)
- Past negative experiences
- Being in a situation of evaluation
- Choice of the communication channel

# Negative effects resulting from anxious communication

- To be perceived negatively as :
  - Non cooperative
  - Not inspiring trust
  - Incompetence (pausing, stuttering...)
- IN RESULT
  - Less opportunities (for leadership , promotion, challenging tasks)
  - Those who are not visible and not perceived as competent “do not exist”
  - Portuguese say :
    - o *que os olhos não vêem o coração não sente*

# Anxiety laden situations

- Rank them for yourself ( 1 = no anxiety; 10 = lots of anxiety) and think of one in particular to tell the group:
- job interviews
- leading a group
- Having a fight with the boss
- Asking friends a donation
- Disagreeing from a colleague
- Going against the tide in an hostile group

# Anxiety laden situations (2)

- To Be interviewed by the media
- To defy someone's point of view
- To present a report to a superior
- To talk with someone one just met
- To make a formal presentation to strangers
- To refuse a request
- To demonstrate leadership skills